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A graphic and sound coordinated novelty item, comprising:

a novelty item having a visible surface; a.

I claim:

1.

- a main graphic displayed on said visible surface; and, b.
- a complex waveform displayed on said visible surface, said complex c. waveform associated with said main graphic.
- A method of promotion, comprising the following steps: 2.
 - selecting a substrate with a viewing surface; a.
- selecting an image of an item or activity that promotes a desired product or b. activity to be printed on said viewing surface of said substrate;
 - selecting a sound associated with said image, said product or said activity; c.
 - creating a complex waveform of said sound; d.
 - printing said image on a visible surface on said substrate; and, e.
 - printing said complex waveform\on said substrate. f.